



STATE OF DELAWARE  
**OFFICE OF HIGHWAY SAFETY**  
[www.ohs.delaware.gov](http://www.ohs.delaware.gov)

To: Corporate Partners  
From: Amanda Horton, Corporate Partner Outreach Coordinator  
Date: March 1, 2020  
Re: March Impaired Driving - Traffic Safety Newsletter

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Every day, almost 30 people in the United States die in impaired-driving crashes — that's one person every 50 minutes. These deaths have fallen by a third in the last three decades; however, impaired-driving crashes still claim more than 10,000 lives per year in the United States. Please read and use the below tips to help save lives on the road. And remember, driving under the influence is never acceptable.

The Delaware Office of Highway Safety works closely with state and local law enforcement to keep impaired drivers off Delaware roadways. Beginning March 13<sup>th</sup> and continuing through March 22<sup>nd</sup>, there will be high-visibility DUI saturation patrols throughout the State of Delaware. In addition to the increased presence of law enforcement across all three counties, OHS is partnering with the Lyft rideshare service for a **St. Patrick's Day SoberLift** program from Friday, March 13, 2020, at 8 P.M. to Wednesday, March 18, 2020, at 2 A.M. During this time, Delaware residents can text "SOBERLIFT" to 99000 and receive a Lyft voucher code for up to \$15.00. This promotion provides Delawareans a sober ride home on St. Patrick's Day weekend.

### Did you know?...

- During the St. Patrick's Day holiday period in 2019, 87 DUI arrests took place statewide in Delaware.
- In 2019 in Delaware, the most common days and times for DUI-related crashes were Friday from 9:00 pm to Saturday at 2:00 am and Saturday from 10:00 p.m. to Sunday at 3:00 a.m.
- The most popular 9-year age range for drivers in DUI-related crashes in 2019 in Delaware was 20-29, encompassing 34% of crashes. The second most popular 9-year age range was 35-44, making up 20% of crashes.



**John Yeomans, Chief of Police, Division of Alcohol and Tobacco Enforcement**

*"The Delaware Division of Alcohol and Tobacco Enforcement is focused on preventing and deterring the sale of alcoholic beverages to intoxicated individuals, particularly those that would be driving a motor vehicle while impaired, potentially resulting in alcohol-related traffic crashes that result in death or serious bodily injury. Through our commitment to serve the people of Delaware, our law enforcement agency strives to apply dedicated and professional education, enforcement, and proactive measures to encourage voluntary compliance and create safer communities." - John Yeomans, Chief of Police, Division of Alcohol and Tobacco Enforcement*

During impaired driving crackdown periods such as during the St. Patrick's Day holiday period, law enforcement agencies utilize impaired-driving enforcement strategies that focus on removing impaired drivers from our roadways. While using sobriety checkpoints, saturation patrols, and other strategies, agencies can arrest impaired drivers and potentially prevent impaired driving crashes, fatalities, and injuries.

The enforcement of state liquor laws and regulations that pertain to licensed establishments by the Division of Alcohol and Tobacco Enforcement (DATE) is an important intervention point that can potentially prevent patrons from driving impaired and harming themselves and/or others.

Delaware licensees are responsible for the activities of all employees in their licensed premises to ensure that the business is operating under the law. Failure to uphold this responsibility could result in a violation, criminal arrest, hefty fines, and possible suspension or revocation of the establishment's liquor license.

To prevent over-service and other alcohol-related problems at licensed establishments, DATE employs the following proactive strategies throughout the year:

- Undercover enforcement operations
- Collect and utilize **Place of Last Drink** (POLD) data to guide enforcement efforts
- Inspect licensed premises
- Provide the mandatory statewide **Responsible Server Training Program** to educate servers on serving or selling alcohol in both a responsible and legal manner
- Educate licensees, servers and the public about Delaware liquor laws and regulations

#### **What should I do if I suspect someone is driving under the influence?**

In situations that are beyond our control, it can be hard to know exactly how to react safely. If you see someone on the road that you believe may be intoxicated, you should contact 911. A simple call to local law enforcement may just save someone's life.

*Be on the lookout for upcoming campaigns!*

**- Distracted Driving - April 2020**

***For more information and tools, please visit [arrivealivede.com](http://arrivealivede.com) or call our office at (302) 744.2740.***

***Please continue to share our safety messaging on your social media platforms and email [Amanda.Horton@Delaware.Gov](mailto:Amanda.Horton@Delaware.Gov) with any updated information about your organization. Find us on Facebook, Twitter, Instagram, and Snapchat at @HighwaySafetyDE. Thank you!***